

# **THE AP-GfK POLL**

## **June, 2015**

Conducted by GfK Custom Research North America

**A survey of the American general population (ages 18+)**

*Interview dates: June 19 - 21 2015*

*Number of interviews, adults: 1,005*

*Margin of error for the total sample: +/- 3.0 percentage points at the 95% confidence level*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.  
Please refer to the exact sample number at the bottom of each table.*

1. As you may know, there is a proposal for the 2024 Summer Olympic Games to be held in the United States. Would you support or oppose a bid for the Olympics to be held in each of the following places?

[Items randomized, responses rotated]

6/19-21/2015 RANDOMIZE	<b>Support NET</b>	Strongly support	Somewhat support	<b>Oppose NET</b>	Somewhat oppose	Strongly oppose	Refused
In the United States	<b>89</b>	56	33	<b>11</b>	6	4	1
In your state	<b>75</b>	41	35	<b>23</b>	13	10	2
In your local area	<b>61</b>	30	31	<b>37</b>	18	20	2

N=1005

2. [IF SUPPORTS OLYMPICS IN LOCAL AREA] Say that there was a proposal to host the Olympics in your local area and a combination of public and private funding would be used to build infrastructure such as arenas and housing. Would you support or oppose that local bid to host the Olympics?

[Responses rotated]

	6/19- 21/2015
<b>Support NET</b>	<b>85</b>
Strongly support	34
Somewhat support	52
<b>Oppose NET</b>	<b>15</b>
Somewhat oppose	11
Strongly oppose	4
Refused	-

N=

603

3. Do you think hosting the Olympics has usually been worth the cost or not worth the cost for the local areas where they are played?

[Responses rotated]

	6/19- 21/2015
Worth the cost	56
Not worth the cost	42
Refused	2

N=

1,005

EDUCATION:

Less than high school	12
High school	30
Some college	29
Bachelor's degree or higher	29
<i>Based on:</i>	<i>1,005</i>

RACE/ETHNICITY:

White, Non-Hispanic	66
Black, Non-Hispanic	12
Other, Non-Hispanic	6
Hispanic	15
2+ Races, Non-Hispanic	1
<i>Based on:</i>	<i>1,005</i>

GENDER:

Male	48
Female	52
<i>Based on:</i>	<i>1,005</i>

MARITAL STATUS:

Married	53
Widowed	5
Divorced	10
Separated	2
Never married	26
Living with partner	6
<i>Based on:</i>	<i>1,005</i>

WORK STATUS:

Working – as a paid employee	50
Working – self-employed	6
Not working – on temporary layoff from a job	1
Not working – looking for work	9
Not working – retired	17
Not working – disabled	7
Not working - other	11
<i>Based on:</i>	<i>1,005</i>

AGE GROUP:

18-29	22
30-49	25
50-64	34
65+	19
<i>Based on:</i>	<i>1,005</i>

INCOME:

Under \$10,000	5
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	8
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	19
\$150,000 or more	7
<i>Based on:</i>	<i>1,005</i>

CENSUS REGION:

Northeast	18
Midwest	21
South	37
West	23
<i>Based on:</i>	<i>1,005</i>

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted June 19-21, 2015 by GfK Public Affairs & Corporate Communications – a division of GfK Custom Research North America. This poll is based on a nationally-representative probability sample of 1,005 general population adults age 18 or older, including an oversample of 300 people who have never married.

The Omniweb survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. At inception participants were chosen scientifically by a random selection of telephone numbers and since 2009 through Address-based sampling using the post office's delivery sequence file. Persons in these households are then invited to join and participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails throughout each month inviting them to participate in research.

The raw data are weighted by a custom designed computer program, which automatically develops a weighting factor for each respondent. This procedure employs several variables, including: age, sex, education, race, HH income, met/non-met status, internet status and geographic region. Each interview is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, education, race and geographic characteristics and the proportion in our sample that week.

The margin of sampling error is plus or minus 3 percentage points at the 95 confidence level, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100. In questions that permit multiple responses, columns may total significantly more than 100, depending on the number of different responses offered by each respondent.